

ATARI®

HOME COMPUTERS

JUNE 1983

M

MEET OUR FOUR NEW ATARI HOME COMPUTERS...

Update

...the 600XL™, 800XL™, 1400XL™ and the 1450XLD™. The ATARI XL family of computers meets the competition head on. All of our XL computers come with outstanding features like a professional full-stroke keyboard, built-in BASIC programming language, a built-in international character set and a self help key. Each is software and peripheral compatible with existing ATARI Computers and of course, each computer has the sleek new XL family design.

600XL



It's easy to use the ATARI 600XL. With built-in ATARI BASIC, you can begin learning simple programs as soon as you hook it up to your TV. The ATARI 600XL is versatile. It's a word processor when you add AtariWriter™ and a disk drive for saving your work. It's an educator when combined with any one of our educational programs, and when it comes to electronic games, the ATARI 600XL Home Computer is able to handle the most popular game titles.

► 16K Random Access Memory, Memory Expansion to 64K

800XL



When you stock an ATARI 800XL Computer you've made a wise choice. Its 64K memory enables you to store more information and run more programs. Take advantage of the memory and use it with VisiCalc® for your financial planning or write business reports with AtariWriter. The ATARI 800XL has excellent sound and graphics capabilities and thanks to the memory, it's a wise choice for your money.

► 64K Random Access Memory

* VisiCalc is a registered trademark of VisiCorp

1400XL

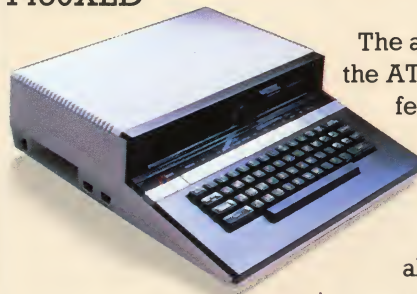


ATARI Home Computers are so friendly, they even talk. Use the built-in speech with ATARI BASIC and the ATARI 1400XL will speak your language. The ATARI 1400XL features a built-in modem so it communicates with other computers by telephone. You can be kept up-to-date on the news and the daily stock market. Communicate via an electronic bulletin board, or access a wide range of reference data bases. The CompuServe Information Service and the Dow Jones News and Retrieval Service are only the beginning. Plug into a wealth of information with your ATARI 1400XL Computer.

► Telecommunications software not included

► 64K Random Access Memory

1450XLD



The all-in-one computer, the ATARI 1450XLD. With features like a built-in disk drive, ATARI BASIC, a built-in modem and speech synthesizer, all the convenience is in one computer. The double-sided, dual-intensity, built-in disk drive enables you to have fast and convenient storage for large amounts of data. Next to the disk drive is a magnetically isolated compartment which can either be used to store diskettes or to add a second ATARI Disk Drive. Reach for the top in quality and convenience.. reach for the ATARI 1450XLD Computer.

► 64K Random Access Memory

Discover Atari!

Peripherals



DISCOVER ATARI

Discover the outstanding features of our new ATARI® Home Computers. ATARI Home Computers have more memory to enable you to store more information and run more programs. As your needs expand you are able to expand your computer system. You can make a low-cost computer function like a top-of-the-line computer for a minimal cost. And ATARI offers you better and more software for your everyday activities. All ATARI mainline computer programs are compatible with the entire computer line. Choose from numerous titles for learning, home management, programming and entertainment. ATARI Computers are the leaders in sound and graphic capabilities. You're able to enhance your game play and gain a better understanding of educational and language titles with our computer's superb sound and display graphics. An added feature in the XL family line is built-in BASIC which allows you to begin learning and writing simple programs as soon as you take home your computer.

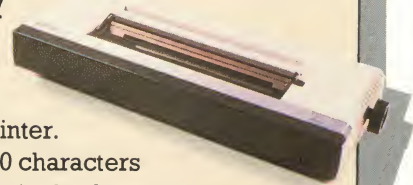
You can be proud of ATARI quality. Fewer repairs are required, and when an ATARI Computer needs repair we have the most service centers nationwide for fast and convenient service.

ATARI has always taken an aggressive role in backing their products. We have 130 Field Merchandisers nationwide to help you. They're in the local stores to answer your questions, distribute literature and make sure displays are running properly so you project the best image possible. In a market filled with a lot of noise from the competition, good, solid advertising is a must. ATARI's competitive advertising in 1983 is designed to be hard hitting and let everyone know that ATARI Home Computers are far superior to the competition and offer you more for your dollar.

**DISCOVER ATARI HOME
COMPUTERS...WE'RE FRIENDLY.**



ATARI 1027 PRINTER™



Choose the ATARI new low cost, letter quality printer. The ATARI 1027 prints 20 characters per second and accepts single sheets of paper. Available in August.



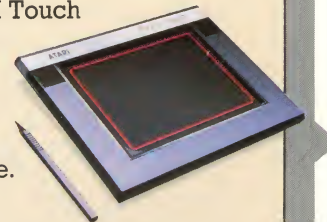
TRAK-BALL™



Provide superior game play with Trak-Ball. Trak-Ball works with any ATARI Computer game that uses joysticks and operates in joystick or true Trak-Ball form. Now home game play can be just like the arcades.



TOUCH TABLET™



Provide both graphics and touch input to the computer with the new ATARI Touch Tablet diskette program. Plug it into the controller port and create the designs and images you want. Requires an ATARI Disk Drive.



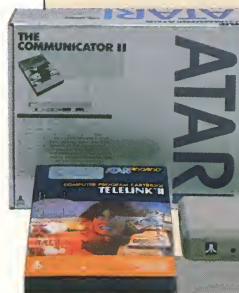
CP/M* ADAPTER

The CP/M Adapter opens the world of CP/M software to ATARI Computer owners and puts the CP/M programs at your fingertips. Available in the Fall.



COMMUNICATOR II KIT

Communicate with the Communicator II Kit. This kit contains an ATARI 835 Direct Connect Modem and an ATARI TeleLink™ II Program Cartridge. Now you're able to connect your computer directly to the outside world via the telephone system. Available in May.



*Trademark of Digital Research Inc.

New Products

M

ICKEY IN THE GREAT OUTDOORS*

"Mickey Goes Hiking" and "Mickey Goes Exploring" each contain two separate educational activities. In "Mickey Goes Hiking", the player must help Mickey use his bow and arrow to "shoot down" the correct word and complete the sentence or use Mickey's "magic wand" to unscramble the letters and form a word. In "Mickey Goes Exploring", the player needs to help Mickey complete the arithmetic problem by catching the correct butterfly or help Mickey paddle his canoe to find the numbers to complete a sequence of numbers correctly.



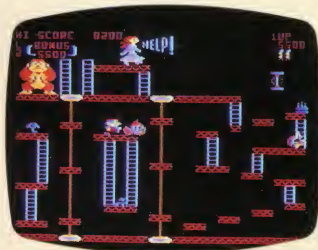
Available on diskette and cassette. Fully compatible with all ATARI Home Computers. Available in May. Suggested Retail Price \$44.95.

*©MCMCLXXXIII Walt Disney Productions

D

ONKEY KONG BY NINTENDO*

Help Mario* save his girl from Donkey Kong. Guide him to the top of different screens by helping him climb ladders, leap over barrels and dash over rivets. There's an attract mode on ATARI's DONKEY KONG too. If the keyboard is left untouched for approximately 70 seconds, the screen cycles through a cartoon of Kong jumping up and down.



Available on cartridge. Fully compatible with all ATARI Home Computers. Available in June. Suggested Retail Price \$49.95.

*Trademarks and © Nintendo 1981, 1983

D

IG DUG™ *

Guide the gardner as he tunnels beneath the earth searching for fruits and vegetables. Beware of Pookas and the firebreathing Fygar! You must destroy them!



Available on cartridge in May. Suggested Retail Price \$44.95.

*DIG DUG is created and designed by Namco Ltd, manufactured under license by ATARI, Inc. Trademark and © Namco 1982.

P

AIN™*



Create art with PAINT. Choose from many colors and brush strokes and let your imagination take over. Draw lines, rectangles and circles; change the speed of the brush; quickly fill in shapes; erase pictures. Save your paintings too!

Available on diskette. Fully compatible with all ATARI Home Computers. Suggested retail price \$39.95.

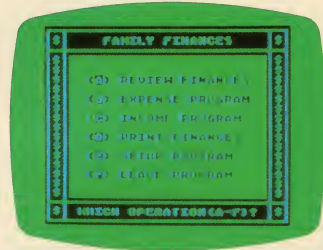
*SuperBoots™ software developed by Capital Children's Museum, Washington D.C., licensed by Reston Publishing Co., Inc.

F

AMILY FINANCES

Manage your money with ATARI Family Finances. The package contains Family Cash Flow and Family Budget. Record your income and expense items, then use the information to create a budget. Your spendings will be compared against your budget.

Available on diskette. Suggested retail price \$49.95.



APX New Products

Sales Promotions

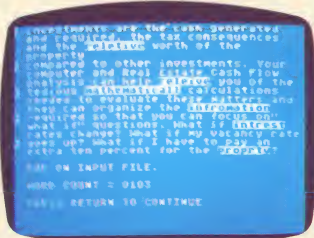
A

TSPELLER

Take the drudgery out of proofreading with Atspeller. At last there's help for spelling the English language. Atspeller takes any diskette text file produced by such word processors as Typit or AtariWriter and checks the spelling against a dictionary file of over 30,000 words. You can even create your own dictionary file. If you find spelling errors, Atspeller can write a new file for you.

Atspeller gives you writing confidence so you know your letters are spelled perfectly.

Available on diskette.
Suggested retail price \$39.95.

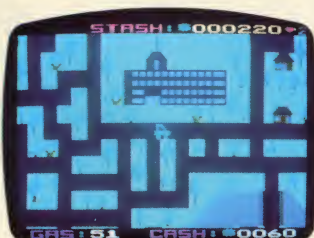


G

ETAWAY!

New in entertainment titles is Getaway! Find the loot and stash it in your hideout before the sheriff catches you. Use your joystick to drive your getaway car collecting as much cash and other prizes as you can before returning to your hideout. The more you're carrying around, the sharper the law is on tracking you down. Detect nearby police and armored vans with your radar blips. As soon as you capture the three prizes and the armored van on one level, you move to the next level. Each level contains bigger prizes and smarter cops. Getaway! is action packed and easy to learn.

Getaway! is available on cassette or diskette.
Suggested retail price \$29.95.



H

ISTORY MAKING PROMTIONS!

ATARI's new era in hardware and software products has created a lot of excitement, but our consumer promotions have made history! In the first half of 1983, the Home Computer Division launched its most extensive consumer promotional campaigns ever:

- \$50. Rebate on the ATARI 400™ Computer
- \$100. Rebate on the ATARI 800™ Computer
- \$100. Introductory offer on the ATARI 1200XL™ Computer
- \$55. Off-invoice on the ATARI 400 Computer
- The Programmer™ Kit with the purchase of an ATARI 800 Computer
- And many more!

All designed to generate the greatest amount of product sales. All with effective point of sale materials, Advertising Allowance Program and national advertising when appropriate. Programs with millions of dollars of support. All for you. All from ATARI - where you help make history.

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DVERTISING

The Home Computer Division is pleased to announce the selection of Wells, Rich, Greene, Inc. (WRG) as its new advertising agency. The New York based agency has handled numerous successful campaigns including I ♥ New York, Chase Manhattan Bank and Benson and Hedges. WRG developed, produced and aired ATARI's new competitive campaign which was designed to introduce the ATARI 1200XL Computer. The TV spot comparison with Apple IIE, IBM PC, Texas Instruments 99/4A and Commodore 64 is not only hard hitting but an attention getter as well. This ad does an excellent job of convincing TV watchers that the ATARI 1200XL is a superior machine. WRG is now working to develop advertising to support the introduction of the new XL computer series.

Continuing throughout the United States is the Rick Trow presentation "Computers: Expressway to Tomorrow". The tour began in February and has received enthusiastic responses from the schools.

